21.1.2015

**Press Release**

**Health Literacy Campaign**

Janasree Sustainable Development Mission is launching “Health Literacy Campaign” in cooperation with Indian medical Association (IMA Kerala Unit) to make the people aware of Preventive Health.

Medical camps, Awareness sessions on preventive health including life style diseases, Linkage with health care centres, Post treatment follow up, Guidelines on prudent use of medicines, Mass convention to increase pressure to control mounting price of medicines especially the life saving medicines, Service for post delivery care and services to new born babies etc. will be conducted as part of health literacy campaign.

Indian Medical Association (Kerala Unit) has consented to provide technical support and guidance for these programmes to be organised at Panchayat Level across Kerala.

Janasree Mission, the biggest organisation of family unions with a membership of 60190 family unions under its network considers health as prime activity among its various programmes initiated for welfare of family. Janasree Mission has taken up Health Literacy campaign along with its programmes for Employment, Income and Safe Food based on realization that “Health is the most important Wealth.”

Health literacy campaign of Janasree Mission will be launched by Sri. V. S Sivakumar, Honb’le Health Minister of Govt. Of Kerala, during 8th Anniversary celebrations of Janasree Mission to be held at Kannur from 14th to 16th February 2015.

M.M.HASSAN (Chairman)